

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 20-26, 1984

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.		
					Households (000)	Share %								Households (000)	Share %				
EVENING																			
A TEAM	8:00	60	TUE.	N	12,150	14.5	27	191	96	JENNIFER SLEPT HERE	8:30	30	WED.	N	8,800	10.5	20	173	91
ABC BUSINESS BRIEF-MON	8:30	01	MON.	A	12,490	14.9	27	203	97	KNIGHT RIDER	8:00	60	SUN.	N	9,220	11.0	21	200	98
ABC BUSINESS BRIEF-WED	8:34	01	WED.	A	9,390	11.2	22	201	98	LOVE BOAT	9:00	120	SAT.	A	14,830	17.7	33	206	99
ABC BUSINESS BRIEF-FRI	8:45	01	FRI.	A	11,980	14.3	27	196	98	MAGNUM, P.I.	8:00	60	THU.	C	10,480	12.5	24	199	98
ABC NEWSBRIEF-M-F	VAR	VAR	M-F	A	8,720	10.4	19	202	98	MAMA'S FAMILY	9:30	30	SAT.	N	9,130	10.9	20	183	93
ABC NEWSBRIEF-SAT.	10:04	02	SAT.	A	15,840	18.9	35	205	99	MASTER	8:00	60	FRI.	N	6,290	7.5	16	158	82
ABC NEWSBRIEF-SUN.	10:05	01	SUN.	A	12,400	14.8	26	201	99	MATT HOUSTON	10:00	60	FRI.	A	12,400	14.8	28	199	99
ABC SPORTS UPDATE-SAT	8:57	02	SAT.	A	9,220	11.0	22	202	98	NBC NEWS DIGEST-M-F	8:58	01	M-F	N	8,550	10.2	19	176	90
ABC SPORTS UPDATE-SUN	8:33	02	SUN.	A	10,060	12.0	23	207	99	NBC NEWS DIGEST-SAT	8:58	01	SAT.	N	7,370	8.8	18	167	85
ABC SUNDAY NIGHT MOVIE	9:00	146	SUN.	A	12,230	14.6	26	203	99	NBC NEWS DIGEST-SUN	8:58	01	SUN.	N	8,210	9.8	18	178	87
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	7,290	8.7	20	200	98	NBC NEWS DIGEST-2-SUN.	10:02	01	SUN.	N	11,480	13.7	24	178	92
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	4,610	5.5	13	161	86	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	5,610	6.7	17	163	90
AFTERMASH	8:00	30	TUE.	C	6,540	7.8	15	195	95	NBC NIGHTLY NEWS-SUN	6:30	30	SUN.	N	5,700	6.8	16	161	88
AIRWOLF	8:00	60	SAT.	C	6,200	7.4	16	184	96	NBC NIGHTLY NEWS	6:30	30	M-F	N	6,200	7.4	17	190	94
ALICE	9:30	30	SUN.	C	11,480	13.7	23	201	98	NBC SUNDAY NIGHT MOVIE	9:00	132	SUN.	N	13,910	16.6	30	189	97
BENSON	8:00	30	FRI.	A	9,970	11.9	26	196	99	NEWSBREAK-M-F	VAR	01	M-F	C	6,030	7.2	13	182	90
BLUE THUNDER	9:00	60	FRI.	A	10,480	12.5	24	192	98	NEWSBREAK-SAT.	8:58	01	SAT.	C	5,700	6.8	14	174	89
BOSOM BUDDIES	9:00	30	SAT.	N	9,220	11.0	21	181	93	NEWSBREAK-SUN.	8:28	01	SUN.	C	8,800	10.5	21	193	97
CALL TO GLORY	8:00	60	MON.	A	13,240	15.8	29	207	99	NFL PRE-SEAS FTBL-NBC-FRI(S)	9:00	208	FRI.	N	6,030	7.2	15	202	98
CAMPAIGN '84-REP CONV-MON(S)	9:00	135	MON.	C	5,530	6.6	12	202	99	ONE DAY AT A TIME SPECIAL(S)	8:00	30	WED.	C	4,860	5.8	12	174	93
CAMPAIGN '84-REP CONV-TUE(S)	9:00	136	TUE.	C	4,690	5.6	11	202	99	ONE DAY AT A TIME	8:00	30	SUN.	C	9,390	11.2	22	199	96
CAMPAIGN '84-REP CONV-WED(S)	9:00	216	WED.	C	4,690	5.6	12	203	99	REPU. CONV. MON- 9:00PM(S)	9:00	136	MON.	A	5,780	6.9	13	199	99
CAMPAIGN '84-REP CONV-THU(S)	9:00	148	THU.	C	5,870	7.0	13	203	99	REPU. CONV. TUE- 9:00PM(S)	9:00	114	TUE.	A	4,940	5.9	11	197	98
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	8,720	10.4	23	202	99	REPU. CONV. WED- 9:00PM(S)	9:00	123	WED.	A	5,870	7.0	13	199	99
CBS EVENING NEWS-DEAN	6:00	30	SUN.	C	6,200	7.4	18	181	91	REPU. CONV. THU- 9:00PM(S)	9:00	140	THU.	A	6,370	7.6	14	200	99
CBS NFL PRE-SEASON GM-SAT(S)	9:00	207	SAT.	C	7,370	8.8	18	201	98	RIPLEY'S BELIEVE IT-NOT	7:00	60	SUN.	A	6,960	8.3	18	190	96
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	5,030	6.0	15	155	87	SCARECROW & MRS. KING	8:00	60	MON.	C	8,630	10.3	19	204	98
COMEDY ZONE	8:00	60	FRI.	C	6,700	8.0	17	194	93	SILVER SPOONS	8:30	30	SAT.	N	10,220	12.2	25	193	95
DALLAS	9:00	60	FRI.	C	10,220	12.2	23	198	96	60 MINUTES	7:00	60	SUN.	C	12,820	15.3	34	206	99
DECISION '84-REP CONV-MON(S)	9:00	132	MON.	N	4,190	5.0	9	197	98	SUMMER SUNDAY USA	7:00	60	SUN.	N	2,850	3.4	7	147	84
DECISION '84-REP CONV-TUE(S)	9:00	122	TUE.	N	5,030	6.0	11	196	98	T.J. HOOKER	8:00	60	SAT.	A	7,710	9.2	19	204	98
DECISION '84-REP CONV-WED(S)	9:00	122	WED.	N	4,780	5.7	11	197	98	TV BLOOPERS & PRAC. JOKES	8:00	60	MON.	N	7,210	8.6	16	197	95
DECISION '84-REP CONV-THU(S)	9:00	134	THU.	N	6,700	8.0	15	198	99	THREE'S COMPANY	8:30	30	TUE.	A	8,130	9.7	17	199	97
DIFF'RENT STROKES-SAT.	8:00	30	SAT.	N	10,140	12.1	26	197	96	TRAPPER JOHN, M.D.	10:00	60	SUN.	C	10,640	12.7	23	200	92
DOMESTIC LIFE	8:30	30	TUE.	C	5,450	6.5	12	192	94	20/20	8:00	60	THU.	A	7,630	9.1	17	202	98
DOMESTIC LIFE SPECIAL(S)	8:30	30	WED.	C	4,530	5.4	10	178	94	WEBSTER	8:30	30	FRI.	A	11,400	13.6	28	197	99
FACTS OF LIFE	8:00	30	WED.	N	8,800	10.5	22	175	94	NUMBER OF PROGRAMS	81								
FALCON CREST	10:00	60	FRI.	C	8,630	10.3	20	200	97										
FALL GUY	8:00	60	WED.	A	8,720	10.4	21	192	96										
FAMILY TIES	8:30	30	THU.	N	11,060	13.2	24	185	96										
FOUL UPS, BLEEPs-BLUNDERS	8:00	30	TUE.	A	7,040	8.4	16	199	95										
GIMME A BREAK	8:00	30	THU.	N	10,220	12.2	24	183	96										
GOODNIGHT, BEANTOWN	8:30	30	SUN.	C	9,050	10.8	20	201	98										
HARGCASTLE & MCCORMICK	8:00	60	SUN.	A	9,720	11.6	22	207	99										
JEFFERSONS	9:00	30	SUN.	C	11,400	13.6	24	202	99										

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 20-26, 1984 4

New York Time				NIELSEN AVERAGE						New York Time				NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk	Households (000)	%	Share %	No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	Households (000)	%	Share %	No. Sta.	Prog. Covg.		
LATE FRINGE																			
ABC NEWS-NIGHTLINE	VAR	VAR	MTUTHFA	4,690	5.6	16	192	95	EDGE OF NIGHT	4:00	30	MWTHF	A	2,180	2.6	8	116	68	
ABC NEWS-NIGHTLINE-TUE(B)	12:01	15	TUE.	A	3,350	4.0	14	193	96	FACTS OF LIFE M-F	10:00	30	M-F	N	4,690	5.6	22	137	84
ABC NEWS-NIGHTLINE-WED(B)	12:36	30	WED.	A	2,100	2.5	12	193	96	FAMILY FEUD	12:00	30	M-F	A	3,100	3.7	13	182	89
ABC NEWS-NIGHTLINE-MON(B)	12:01	16	MON.	A	3,270	3.9	13	191	95	GENERAL HOSPITAL	VAR	60	M-F	A	8,300	9.9	31	208	99
ABC NEWS-NIGHTLINE-THU(B)	12:00	22	THU.	A	2,930	3.5	12	193	96	GOOD MORNING, AMERICA-730	7:30	30	M-F	A	3,100	3.7	24	202	99
ABC ROCKS	12:00	32	FRI.	A	2,350	2.8	9	143	78	GOOD MORNING, AMERICA-830	8:30	30	M-F	A	3,850	4.6	21	202	99
ABC WEEKEND REPORT-SAT.	11:30	15	SAT.	A	4,360	5.2	14	164	88	GUIDING LIGHT	3:00	60	M-F	C	6,700	8.0	25	204	99
ABC WEEKEND REPORT-SUN.	12:03	15	SUN.	A	2,930	3.5	14	168	90	LOVING	11:30	30	M-F	A	2,510	3.0	11	198	96
CBS NEWS NIGHTWATCH-1	VAR	VAR	MTUSU	C	1,260	1.5	17	68	67	NBC NEWS AT SUNRISE	6:30	30	M-F	N	1,010	1.2	13	169	91
CBS NEWS NIGHTWATCH-2	VAR	VAR	M-THSUC	C	1,010	1.2	24	101	87	NBC NEWS DIGEST-DAYTIME	2:57	01	MWF	N	4,110	4.9	16	199	99
CBS SUNDAY NEWS-OSGOOD	11:00	15	SUN.	C	4,610	5.5	11	137	72	NEWSBREAK-11.57	11:57	02	M-F	C	6,540	7.8	28	184	88
DAVID LETTERMAN I	VAR	30	M-TH	N	1,760	2.1	12	183	97	NEWSBREAK-3.57	3:57	02	M-F	C	5,450	6.5	20	188	93
DAVID LETTERMAN II	VAR	30	M-TH	N	1,420	1.7	13	183	97	ONE LIFE TO LIVE	VAR	60	M-F	A	6,790	8.1	26	206	99
DECIS'84-REP CONV-MO-LATE(S)	11:44	16	MON.	N	3,770	4.5	11	194	97	PRESS YOUR LUCK	10:30	30	M-F	C	4,110	4.9	19	159	81
DECIS'84-REP CONV-TU-LATE(S)	11:34	24	TUE.	N	4,190	5.0	12	193	98	PRICE IS RIGHT 1	11:00	30	M-F	C	6,120	7.3	28	204	99
DECIS'84-REP CONV-WED-LATE(S)	11:34	78	WED.	N	3,180	3.8	11	200	99	PRICE IS RIGHT 2	11:30	30	M-F	C	7,880	9.4	35	204	99
DECIS'84-REP CONV-TH-LATE(S)	11:46	23	THU.	N	4,530	5.4	14	196	98	RYAN'S HOPE	12:30	30	M-F	A	3,770	4.5	15	177	93
EYE ON HOLLYWOOD	VAR	VAR	MTUTH	A	1,090	1.3	5	112	66	SALE OF THE CENTURY	10:30	30	M-F	N	4,440	5.3	21	148	80
FRIDAY NIGHT VIDEOS	12:58	90	FRI.	N	2,010	2.4	13	199	99	SANTA BARBARA	3:00	60	M-F	N	2,850	3.4	11	187	96
LATE MOVIE I	VAR	VAR	M-F	C	3,690	4.4	17	172	87	SCRABBLE	11:30	30	M-F	N	5,450	6.5	24	194	95
LATE MOVIE II																			
NBC LATE NIGHT MOVIE	11:42	102	SUN.	N	1,260	1.5	7	74	45	SEARCH FOR TOMORROW	12:30	30	M-F	N	3,100	3.7	12	152	76
SATURDAY NIGHT	11:30	80	SAT.	N	4,610	5.5	17	200	99	TODAY SHOW-7.30AM	7:30	30	M-F	N	2,770	3.3	21	201	99
TONIGHT SHOW	VAR	60	MTUTH	N	3,440	4.1	16	200	98	TODAY SHOW-8.30AM	8:30	30	M-F	N	3,020	3.6	17	201	99
NUMBER OF PROGRAMS 24										\$25,000 PYRAMID	10:00	30	M-F	C	4,020	4.8	19	166	84
										WHEEL OF FORTUNE	11:00	30	M-F	N	6,200	7.4	28	208	99
										YOUNG AND THE RESTLESS	12:30	60	M-F	C	7,290	8.7	29	206	99
										NUMBER OF PROGRAMS 41									
WEEKDAY DAYTIME																			
ABC DAYTIME NEWSBRIEF-M-F	VAR	02	M-F	A	7,120	8.5	28	207	99										
ABC WORLD NEWS-MORN-615A	6:15	15	M-F	A	750	.9	13	101	72										
ABC WORLD NEWS-MORN-645A	6:45	15	M-F	A	1,510	1.8	18	157	87										
ALL MY CHILDREN	VAR	VAR	M-F	A	8,130	9.7	29	206	99										
ANOTHER WORLD	2:00	60	M-F	N	4,780	5.7	18	201	99										
AS THE WORLD TURNS	VAR	VAR	M-F	C	6,540	7.8	24	204	99										
BODY LANGUAGE	4:00	30	M-F	C	3,020	3.6	12	112	60										
CAPITOL	2:30	30	M-F	C	5,610	6.7	22	196	96										
CBS EARLY MORNING NEWS	6:30	30	M-F	C	1,260	1.5	21	135	89										
CBS MORNING NEWS 1	7:30	30	M-F	C	2,260	2.7	17	198	99										
CBS MORNING NEWS 2	8:30	30	M-F	C	2,510	3.0	14	198	99										
CELEBRITY FAMILY FEUD SP.	11:00	30	M-F	A	2,680	3.2	12	169	86										
DAYS OF OUR LIVES	1:00	60	MWTHF	N	6,450	7.7	23	205	99										
DAYS OF OUR LIVES-TUE(B)	1:08	09	TUE.	N	4,270	5.1	16	126	73										
DIFF'RENT STROKES M-F	12:00	30	M-F	N	3,270	3.9	13	129	64										
WEEKEND DAYTIME																			
ABC WIDE WORLD-SPORTS SAT	4:30	125	SAT.	A	5,870	7.0	20	208	99										
ALVIN AND THE CHIPMUNKS	10:30	30	SAT.	N	5,610	6.7	27	200	97										
AMERICAN BANDSTAND	12:00	60	SAT.	A	2,100	2.5	9	159	80										
ARLINGTON BUDWSR. MILLION(S)	5:00	60	SUN.	N	4,020	4.8	13	193	96										
BENJIZAX & THE-PRINCE	12:30	30	SAT.	C	2,600	3.1	12	177	88										
BEST OF SCOOPY DOO	11:30	30	SAT.	A	4,020	4.8	18	189	94										
BISKITTS	12:00	30	SAT.	C	3,520	4.2	16	178	88										
BUGS BUNNY/ROAD RUNNER 1	10:30	30	SAT.	C	3,770	4.5	18	201	98										
BUGS BUNNY/ROAD RUNNER 2	11:00	30	SAT.	C	4,860	5.8	23	197	96										
BUGS BUNNY/ROAD RUNNER 3	11:30	30	SAT.	C	4,530	5.4	21	189	93										

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

5

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUGUST 20-26, 1984 6

Program Name	New York Time			NIELSEN AVERAGE AUDIENCE			No. Prog. Sta.	Covg.	Program Name	New York Time			NIELSEN AVERAGE AUDIENCE			No. Prog. Sta.	Covg.
	Duration	Day	Ntwk	Households (000)	%	Share %				Duration	Day	Ntwk	Households (000)	%	Share %		
WEEKEND DAYTIME (CONT)																	
CAPTAIN KANGAROO-SAT	7:00	60 SAT.	C	500	.6	9	127	82	THIS WEEK DAVID BRINKLEY	11:30	60 SUN.	A	3,180	3.8	14	187	96
CBS CHILDREN'S FILM FEST.	1:30	30 SAT.	C	1,930	2.3	8	152	76	THUNDARR	12:30	30 SAT.	N	3,940	4.7	18	145	81
CBS SPORTS SUNDAY	1:00	189 SUN.	C	6,370	7.6	23	202	99	WORLD SERIES OF GOLF(SAT)(S)	4:00	119 SAT.	C	3,180	3.8	11	196	98
CHARLIE BROWN&SNOOPY SHOW	8:00	30 SAT.	C	1,680	2.0	18	184	94	WORLD SERIES OF GOLF(SUN)(S)	4:09	111 SUN.	C	4,940	5.9	17	197	99
DUNGEONS AND DRAGONS	9:30	30 SAT.	C	3,770	4.5	20	200	98	NUMBER OF PROGRAMS	59							
FACE THE NATION	11:30	30 SUN.	C	2,430	2.9	12	167	93									
FLINTSTONE FUNNIES	8:00	30 SAT.	N	1,420	1.7	15	187	95									
IN THE NEWS- 8.26AM	8:26	03 SAT.	C	1,760	2.1	16	184	94									
IN THE NEWS- 9.56AM	9:56	03 SAT.	C	3,770	4.5	20	200	98									
IN THE NEWS-10.26AM	10:26	03 SAT.	C	4,020	4.8	20	195	96									
IN THE NEWS-11.56AM	11:56	03 SAT.	C	3,850	4.6	18	189	93									
IN THE NEWS-12.26PM	12:26	03 SAT.	C	3,350	4.0	15	178	88									
IN THE NEWS-12.56PM	12:56	03 SAT.	C	2,180	2.6	10	177	88									
IN THE NEWS- 1.26PM	1:26	03 SAT.	C	2,350	2.8	10	172	88									
LITTLES	10:30	30 SAT.	A	4,020	4.8	19	194	95									
MEET THE PRESS	12:30	30 SUN.	N	2,600	3.1	11	181	96									
MENUDO-10:25AM	10:25	04 SAT.	A	4,110	4.9	21	198	99									
MENUDO-11:55AM	11:55	04 SAT.	A	3,850	4.6	17	189	94									
MR. T	11:00	30 SAT.	N	5,530	6.6	26	203	99									
MONCHNICHIS	8:00	30 SAT.	A	1,840	2.2	20	193	95									
NBC MAJOR LEAGUE PRE GAME	2:00	18 SAT.	N	3,270	3.9	13	199	99									
NBC MAJOR LEAGUE BASEBALL	2:18	153 SAT.	N	5,030	6.0	19	199	99									
NEW FAT ALBERT SHOW	1:00	30 SAT.	C	2,600	3.1	11	172	88									
NEW SCOOPY & SCRAPPY DOO	9:00	30 SAT.	A	3,100	3.7	19	199	98									
NFL PRE SEASON FTBL-SAT(S)	1:00	210 SAT.	A	5,450	6.5	21	205	99									
ONE TO GROW ON-8:28AM	8:28	02 SAT.	N	1,760	2.1	17	187	95									
ONE TO GROW ON-8:58AM	8:58	02 SAT.	N	2,600	3.1	20	196	97									
ONE TO GROW ON-10:28AM	10:28	02 SAT.	N	5,030	6.0	25	206	99									
ONE TO GROW ON-10:58AM	10:58	02 SAT.	N	5,950	7.1	28	200	97									
ONE TO GROW ON-12:28PM	12:28	02 SAT.	N	3,770	4.5	17	149	75									
PAC-MAN	9:30	30 SAT.	A	3,180	3.8	17	199	99									
PUPPY-FURTHER ADVENTURES	11:00	30 SAT.	A	3,600	4.3	17	189	93									
RASCALS/RICHIE RICH	8:30	30 SAT.	A	3,180	3.8	26	193	98									
RUBIK, THE AMAZING CUBE	10:00	30 SAT.	A	3,940	4.7	20	198	99									
SATURDAY SUPERCAR	8:30	60 SAT.	C	2,260	2.7	16	197	96									
SCHOOLHOUSE ROCK-8:25AM	8:25	04 SAT.	A	2,350	2.8	23	193	95									
SHIRT TALES	8:30	30 SAT.	N	2,100	2.5	17	196	97									
SMURFS I	9:00	30 SAT.	N	4,110	4.9	26	206	99									
SMURFS II	9:30	30 SAT.	N	5,700	6.8	30	206	99									
SMURFS III	10:00	30 SAT.	N	5,700	6.8	29	206	99									
SPIDERMAN/HULK 1	11:30	30 SAT.	N	3,940	4.7	19	149	74									
SPIDERMAN/HULK 2	12:00	30 SAT.	N	4,020	4.8	19	149	75									
SPORTSWORLD	3:30	90 SUN.	N	3,180	3.8	11	179	91									
SUNDAY MORNING	9:00	90 SUN.	C	2,770	3.3	18	171	94									
TARZAN LORD OF-JUNGLE	10:00	30 SAT.	C	4,020	4.8	20	195	96									

Δ Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000